

WELCOME

to

The 2014 Certified Neighborhood Leader Training Program!

February 27, 2014

A C Wharton

Mayor – City of Memphis

Janet Hooks

Director - Parks & Neighborhoods

Nika Jackson-Martin

Manager - Office of Community Affairs

Stronger Leaders.
Stronger Neighborhoods.
Stronger Memphis!



For your
convenience:

Download the 2014 CNLTP
Session Materials Monthly
online at:

www.memphistn.gov



Practical Media Techniques for Communicating with City Divisions and Departments

Facilitator - Tim Harris
Community Outreach Specialist
Office of Community Affairs



Why Communicate?

Citizens have a right to know the policies and activities of their government. In a well-functioning democracy, the government provides reliable and timely information to the public.

Effective communications between the government and the public is especially important in communities in which there can be:

- transitions in leadership,
- where major changes in local policy are necessary,
- and where administrative actions, events, or services could affect a citizen's daily life.

Many times, members of the community may feel uncertain about exactly how to convey their views (questions, ideas, or concerns) to the appropriate representatives of City government.

In this session, we will try to address some “best practices” to this regard.



COMMUNICATIONS: BEST PRACTICES OUTLINE

How can we help you?

- Know what your issue/concern is to some detail. (i.e., Who? What? When? Where? What time?)
- The more information you have when contacting a service area, the easier it will be to be given the assistance you need in a timely manner.

Due diligence is VERY important!

- When possible, try to find out what division/ department handles your particular issue prior to contacting a service area.
- Utilizing the city's website may save a you time!
www.memphistn.gov



The City of Memphis > Home x

www.memphistn.gov/Home.aspx#MainContent

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HOME RESIDENTS BUSINESS GOVERNMENT VISITORS ONLINE SERVICES MEDIA ROOM

FedExForum

MOST POPULAR

- 311 Support Center
- Career Opportunities with the City
- City Announcements
- City Claims
- City Council Budget Proposals
- City Court Clerk
- City Engineering Division
- Contacting Police Services

DOING BUSINESS WITH THE CITY

- Alarm Payments
- Info on Doing Business with the City
- Make an HCD Loan Payment
- Pay my Traffic Ticket
- Pay my Property Tax

RFPS & RFQS

2/18/2014 Addendum #1 for RFQ # SAIC CoM

CITY NEWS

- City of Memphis Procurement Vendor Fair**
Vendor Fair Wednesday, March 12, 2014 at LeMoyn-Owen College from 9:00 AM to 2:00 PM. For information or to Register [CLICK HERE](#).
- Mayor's State of the City Address**
The State of the City Address given by Mayor A.C. Wharton, Jr. is available to read in its entirety. To view [CLICK HERE](#).
- Strategic Fiscal and Management Plan for FY2015-FY2019**



City Government

www.memphistn.gov/Government.aspx

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HOME RESIDENTS BUSINESS GOVERNMENT VISITORS ONLINE SERVICES MEDIA ROOM

Home • Government

Mayor's Office
City Council
Boards and Commissions
Law Division
City Court Clerk
Parks & Neighborhoods
Engineering Division
Executive Division
Finance Division
Fire Services
General Services
Housing & Community Development
Human Resources
Information Services
Police Services
Public Works
Memphis Area Transit Authority (MATA)
Planning and Development

City Government



Among the attractions found in Downtown Memphis, you will find that it is the people that work in and for the City that make it truly unique. These dedicated civil servants work hard to provide every Memphian with a clear vision of Memphis in its past, present and future. **To learn more about the unique operating divisions that make up the City Government, follow the links to the left.**

MEMPHIS CITY GOVERNMENT

Memphis is the largest city in Tennessee and a major cultural center for the Southeastern United States. It has a metropolitan population of over one million.



The City of Memphis > Re x

www.memphistn.gov/Residents/IWantTo/LearnaboutCityofMemphisServices.aspx

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HOME RESIDENTS BUSINESS GOVERNMENT VISITORS ONLINE SERVICES MEDIA ROOM

Home - Residents - I Want To... - Learn about City of Memphis Services

I WANT TO...

- Learn about City of Memphis Services
- Learn about the City of Memphis
- Learn about becoming a City of Memphis Employee
- Learn what to do in Memphis

Learn about City of Memphis Services

The City of Memphis is committed to providing its citizens and visitors with the best public services available. The term "city services" doesn't refer to a specific division of the City Government, but all of the groups that work to maintain and improve the quality of life in Memphis. It's the leadership, experience and dedication of these agencies that help make Memphis the great city it is today.

- Apply for Driver's License Renewal
- Learn about City Autosale Auctions
- Book a tee time at a City golf course
- Contact the Traffic Violations Bureau
- Donate to Crimestoppers
- Learn about Code Enforcement
- Learn about Memphis Animal Services
- Learn about or pay Utilities in Memphis
- Learn about the Shelby County Carpool Incentive Program
- Learn about Public Transportation
- Learn about Youth Services
- Lookup/pay Property Taxes online
- Pay Traffic Ticket online
- Report Weeds
- Report Littering Motorist



COMMUNICATIONS: BEST PRACTICES OUTLINE

The Administrative Assistant is Your Friend!

- When you contact a service area, you will probably encounter the Administrative Assistant first.
- Explain your issue/ concern in a professional manner.
- If you are unsure as to what department/person may handle your concern...ASK! (Duties, tasks, and personnel can change without public knowledge.)
- Be aware that all city employees, departments, and service areas must follow given policies and procedures when handling community/ citizen issues. These policies and procedures may require time to facilitate an outcome.



COMMUNICATIONS: BEST PRACTICES OUTLINE

Getting the Meeting

- Administrative Assistants are the “gatekeepers” to where you wish to go. (They keep meeting schedules and calendars; and they know what can/ cannot be done with regards to meetings.)
- Make an appointment! (Please try to make an appointment to see city personnel FIRST! Just “dropping by” may cause you to have to wait to be seen.)
- Don’t shoot the Messenger! (Receiving information you might not like is not the fault of the Admin.)
- Make your request as professional as possible (i.e. organization’s letterhead, email address, etc.)



COMMUNICATIONS: BEST PRACTICES OUTLINE

Getting the Meeting (cont.)

- Give multiple dates as alternatives when asking for a meeting or engagement opportunity.
- Do follow-up calls/ emails to verify that the request is still on the attendee's calendar.
- Do follow-up calls if any information changes (i.e. location, date, tasks, etc.)
- Make sure all your information is current and accurate (i.e., contact person, contact information, organization information.)
- If asking for attendance to a meeting, make your request at least 14-days in advance.



COMMUNICATIONS: BEST PRACTICES OUTLINE

At the Meeting

- Be on time. Don't miss your window of opportunity.
- Be specific. Be clear. Be concise.
- Be mindful of the time. (i.e., "Can I just have ten minutes of your time?") Stick to a time frame. People appreciate you more when you respect their time.
- Be prepared to answer questions. (i.e., What has your organization done to date? Has there been any community involvement regarding this issue?)
- When possible, come with proposed solutions to issues/concerns.
- Be realistic in your expectations. (There really ARE things that city government can and can NOT do!)



COMMUNICATIONS: BEST PRACTICES OUTLINE

After The Meeting

- Give yourself “Action Items”. (i.e. call backs, email verifications, checking to see if resolutions were enacted.)
- Be patient. Some resolutions may take a time to conclude. (i.e. pot hole repairs, abandoned property issues, blight mitigation, court proceedings.)
- Be mindful that a service area may have time constraints. (An email request in the morning might not mean a resolution by that afternoon.)
- Understand that an issue or concern may need more than one service area, division, or department's involvement.



CITY CONTACT INFORMATION

City of Memphis Website:
www.memphistn.gov
901-636-6000

Parks and Neighborhoods
www.memphistn.gov
901-636-6564

Memphis Police Services
www.memphispolice.org
901-545-2677

Memphis Fire Services
www.memphistn.gov
901-636-1400

City of Memphis Public Works
www.memphistn.gov
901-636-6742



MEMPHIS CITY COUNCIL CONTACT INFORMATION

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MEMPHIS CITY COUNCIL CONTACT INFORMATION (CONT.)

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MEMPHIS CITY COUNCIL CONTACT INFORMATION (CONT.)

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Q & A



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